



## **Citrus Hills Privacy Policy Legal Information & Notices**

Citrus Hills thanks you for visiting our website and reviewing our privacy policy. This policy explains how we gather, store, and protect any personally identifiable information (PII) that you provide to us when you visit this website to browse or interact with us.

PII includes information that is specific and personal in nature and may be used to identify you. You provide certain types of information just by visiting the site. You may provide PII when you send us an email or request information. We do not require you to register or provide PII just to visit the website. However, we do collect some technical information that does include limited PII just to make your visit to the site seamless. The sections below explain how we handle and collect any information when you visit [www.citrushills.com](http://www.citrushills.com) and its affiliate at [www.thevillagesfloridalifestyle.com](http://www.thevillagesfloridalifestyle.com). For purposes of this Privacy Policy, these two websites are collectively known as "Citrus Hills."

The PII you provide while on the Citrus Hills websites will be used only for the purpose it was provided.

### **Personally Identifiable Information**

Citrus Hills collects information in a couple of different ways, all explained in more detail below. Information such as domain, IP address, operating system and device information, date and time of visit, content visited or downloaded, etc. are all collected via cookies. However, information such as first and last name, phone number, email address, personal address, price range, time frame to move, as well as personal interests are all collected via user interaction. In other words, you must voluntarily give us this information. This information is not collected automatically. By voluntarily providing your PII, you are giving Citrus Hills your permission to use the information for a specific, stated purpose. This information is provided to Citrus Hills in order for us to provide you with the service you are seeking.

If you choose to provide us with PII on this website, by completing the web form, we will use that information to help us provide you with the information that you are seeking.

We use a Customer Management System (CMS) called Keap. With our CMS we create user profiles. That profile is complete with any PII entered by you on our website, along with some other data gathered via cookies. We do not sell this information in any way. We only use a profile to send emails, mail, respond to your inquiries, or sometimes to show remarketing ads on Facebook or Google. Otherwise, your information is only shared as required by law.

## **Email Communications**

Our website allows you to send us email messages. We use the information provided to adequately respond to your inquiry. We only ever send out general information via email. You should keep in mind that email may not necessarily be completely secure against interception. Therefore, you should never send sensitive PII (such as a Social Security number) to us via email. If your email includes sensitive PII in any way, you should send it to us by U.S. mail instead.

## **Information Collected and Stored Automatically**

When browsing through any website, certain information can be collected. We automatically collect the following types of information during visits:

- Domain from which you accessed the internet;
- IP address (the number assigned to a computer when surfing the internet);
- Operating system used and information about the device used when visiting the site;
- Date and time of your visit to our site;
- The content you visited while on our site;
- Any content downloaded while on our site;
- Websites used to connect you to our site (such as Google or Facebook).

Citrus Hills uses a variety of different Web measurement software to collect some of the above data.

Citrus Hills uses Google Analytics, Squarespace, and Zapier to collect and transfer data to our CMS. These programs aggregate the data for transfer to our CMS. Google does not access Keap directly, as Keap uses its own Google API to store incoming information. Zapier, however, does have access to information leading directly into Keap. Consequently, Zapier has access to any information we have before it is transferred to our CMS.

## **How Citrus Hills Uses Cookies**

When you visit a website, the website server may generate a piece of text known as a “cookie” to place on your computer. Placing a cookie allows websites to “remember” its visitors’ preferences and behavior while they are connected to the site.

Citrus Hills uses cookies to collect information about your browser’s visit to the site as well as some limited PII. The information collected from cookies is not sold to any third-party. There are two types of cookies used by Citrus Hills, single session (temporary), and multi-session (persistent), which are described below.

## **Session Cookies**

Session cookies last only as long as the Web browser is open. The cookie disappears when you close your browser.

Session cookies are used for technical purposes such as enabling better navigation through our site. These cookies let our server know that you are visiting our site.

## **Persistent Cookies**

Persistent cookies are stored on your device for longer periods. We use persistent cookies to differentiate between new and returning visitors to our site. Some persistent cookies can last for several months. Through the use of persistent cookies, we intend to provide a more fluid interaction for our users.

## **Third-Party Websites and Applications**

Citrus Hills uses third-party, social media websites. The primary purpose of Citrus Hills' social media websites is to engage in dialogue, share information with, and collaborate with the public. In an effort to promote transparency, and as a service to anyone seeking information about services, Citrus Hills may, from time to time, use these websites to make information available to the public. Citrus Hills does not use any third-party website to solicit or collect PII from anyone.

## **Site Security**

Citrus Hills takes the security of all PII very seriously. We make sure to take precautions to maintain the security of the site and any information gathered. We have measures in place that are designed to limit access to the site. We also employ other security technology that enables who has access to the site and its information. In addition, we routinely update and expand our security measures.

## **Interaction with Children Online**

Although not our intended audience, it is conceivable that a child could submit PII on our website. Citrus Hills is committed to the protection of children's privacy. Any information that is given is completely disregarded and not stored in any way if the user is under the age of thirteen (13).

